



Montana Travel Brief

TRAVEL LEADERSHIP SUMMIT

September 26-27, 2007, Washington, DC

Travel Business Roundtable | Travel Industry Association

Economic Impact

Tourism and recreation is one of Montana's largest industries. In 2006, **10.4 million people** visited Montana **spending \$2.91 billion** during their stay. Over **48,580 jobs** are directly and indirectly supported by nonresident travel, resulting in over **\$1.09 billion in total personal income** for Montana residents. These visitors also contribute **\$230 million in state and local taxes**.

Top Travel & Tourism Priorities for Montana

National Park Funding

- Eighty percent of our non-resident summer travelers, visit Glacier and/or Yellowstone National Park on their trip to Montana. However, our national parks are facing an enormous funding crisis. They do not have adequate funds to repair and maintain their roads and infrastructure. More federal dollars need to be allocated towards our national parks or it will very significantly impact tourism revenue to the state.

Winter Use in Yellowstone National Park

- Winter use in Yellowstone National Park is a crucial component to the economy of our gateway communities of West Yellowstone and Gardiner. A winter use plan that allows for multiple uses and considers the economic impacts to the gateway communities is vital to the state and local tourism industry.

No Child Left Inside

- Montana's tourism industry is an industry that relies on outdoor enthusiasts. As our population ages, we need to continue to foster the interest and fascination for the outdoors in our younger generations. If Montana is going to have relevance for travelers in the future, we need to counter the growing disconnect between America's youth and the outdoors.

Western Hemisphere Travel Initiative

- The Western Hemisphere Transportation Initiative is a critical issue to our Canada-Montana border crossings. Safe and secure borders are necessary but we must do this in a way so as to continue to facilitate legitimate cross-border travel and commerce. Creating a process that will allow alternative documents rather than solely a passport for Canadian citizens crossing our borders is a priority.

Air Service for Montana

- Air service is crucial to maintaining tourism to Montana. With the changes in air service and the lack of major carriers in Montana, air service costs are making it difficult to compete with other states for the tourism market. The continuation of Essential Air Service for Montana is an important component for our smaller communities.
-

